PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: M. Suter DATE: January 17, 1983

FROM: R. Skead

SUBJECT: Market Research - Project Bingo

The following materials will be required for a research test:

500 packs - Players Special Menthol - King Size
500 packs - Raffles Select Blend - King Size

Flip top blanks (1000 of each) will be prepared and shipped to you by Alford on 1/21. All other components should be standard materials as used for the test market except the cartons should be white with warning notices. The test market cigarette blends should also be used with menthol for Players and non-menthol for Raffles.

Shipment of the finished product is desired early week of 1/24.

RAS:jo

cc: F. Goehl
E. Gruca
C. Levy
L. Robinson
J. Zoler

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Source: https://www.industrydocuments.ucsf.edu/docs/prnj0004